



# REPORT TO COUNCIL

## City of Sacramento

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**STAFF REPORT**  
November 29, 2005

Honorable Mayor and  
Members of the City Council

**Subject:** Central City Parking Master Plan – Managing the Existing Supply and Demand

**Location/Council District:**

Area bounded by Broadway, Sacramento River, American River, and Alhambra Boulevard – Council Districts 1, 3, 4 (see Attachment A map)

**Recommendation:**

This report provides recommendations for Council consideration. Council action will be requested in early 2006, after all the parking recommendations have been presented.

**Contact:** Fran Halbakken, Planning & Policy Manager, 808-7194

**Presenters:** Fran Halbakken, Planning & Policy Manager; Howard Chan, Parking Services Manager

**Department:** Transportation

**Division:** Parking

**Organization No:** 3461 & 3481

**Summary:**

The Council is being asked to consider recommendations that address parking rate structure, time limits and zones, enforcement, marketing, and operations.

**Committee/Commission Action:**

The Planning Commission received an informational report on May 12, 2005. The Disability Advisory Commission (DAC) received a presentation on June 16, 2005. The Physical Access Subcommittee of the DAC discussed the recommendations on November 3, 2005.

**Background Information:**

On August 2, 2005, City Council approved goals and objectives for the City's parking program. Specific recommendations to implement the approved goals and objectives have been developed. The previously approved goals and objectives are listed first and shown in **bold** font, followed by the recommendations shown in *italics*.

**1. Support the citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety**

Recommendations were discussed at September 27, 2005 Council meeting

**2. Supply parking to meet need**

Recommendations were discussed at September 27, 2005 Council meeting

**3. Use time limits, rates and enforcement to manage parking supply efficiently**

**3.1. Establish priority for parkers for each type of parking**

*3.1.1. Recognize residents as the priority in Residential Parking Permit area and shoppers, visitors and other short-term users as the priority in Core on-street and City-operated off-street parking in Downtown Plaza and the Tower Garage in Old Sacramento*

*3.1.2. Set target mixes of short-term and long-term parkers in other City-operated garages to establish priorities for parkers*

*3.1.3. Recognize commuters and other long-term parkers as the priority in other off-street facilities*

**3.2. Use time limits to make sure priority parkers can find parking**

*3.2.1. Where appropriate, reduce the time limit for on-street spaces where short-term parkers are the priority from 2 hours to 90 minutes to discourage employee parking (Initial focus around office buildings in Core area where there is evidence of long-term use of short-term spaces by commuters)*

*3.2.2. Review methods for retaining existing long-term on-street parking in residential neighborhoods where off-street parking options are not available to ensure use of spaces is limited to residents and employees and visitors of neighboring businesses*

*3.2.3. Change metered time limits from long-term to short-term in areas that are transitioning into more active commercial, retail or entertainment places where there is a growing need to provide parking for visitors and other short-term parkers*

*3.2.4. Add meters to zones that are currently time restricted*

**3.3. Establish rates that encourage efficient use of spaces**

- 3.3.1. Increase rates to maintain occupancy rates in City-owned facilities at or below 85% of total capacity to insure adequate access to parking for priority users*
- 3.3.2. Reduce the effective short-term rates in the Core area off-street facilities through an expanded merchant validation program to encourage use of the off-street spaces by shoppers and visitors and to reduce the overall demand for on-street spaces*
- 3.3.3. Increase meter rates to discourage long-term use of metered spaces by commuters in the Core area and to reflect the rates for nearby off-street facilities*

**3.4. Enforce parking restrictions and regulation to ensure the appropriate use of on-street parking**

- 3.4.1. Strictly enforce Disabled Parking, Loading Zone, Residential Permit Parking, time limits and meters throughout the Central City*
- 3.4.2. Generate or support state legislation to help curb abuse of disabled placards*

**4. Modify the Residential Parking Program to manage the retail/residential interface**

**4.1. Operate Residential Permit Parking (RPP) areas in a way that protects the residential character of the neighborhoods and ensures adequate parking availability for residents while also supporting the needs of small, neighborhood-supporting business located in or adjacent to the areas**

- 4.1.1. Extend parking restrictions and enforcement in Residential Permit Parking zones beyond 6 P.M.*
- 4.1.2. Add meters or Pay-and-Display stations for short-term parking in residential areas around evening entertainment areas and enforce rates and time limits for all except residents and disabled parkers*

**4.2. Adopt policies that provide greater consistency and clarity in the Residential Permit Program areas**

- 4.2.1. Modify RPP ordinance to establish criteria for creating new zones, annexing neighborhoods into RPP zones, and evaluating existing RPP zones*

**4.3. Provide employee permits in Residential Permit areas if there is a surplus of parking (criteria to be defined)**

*4.3.1. Identify blocks in RPP zones where there is surplus daytime parking (criteria to be defined) and sell a limited number of parking passes to local businesses in the immediate area for employee or customer parking*

**5. Minimize the negative impacts of parking**

**5.1. Minimize the visual intrusion and other negative environmental impacts of parking**

*5.1.1. Maintain existing requirements for lighting, landscaping, drainage and other improvements for permanent new parking*

*5.1.2. Adopt City policies to encourage or require use of ground floor for retail in new parking structures*

**5.2. Minimize the land devoted to parking in the Central City**

*5.2.1. Maintain existing City policy to prohibit the addition of new stand-alone parking that is not associated with a specific new development*

**5.3. Reduce the adverse impacts of commuter parking in residential neighborhoods**

*Recommendations from Goal 1 address this objective. These recommendations address parking requirements for new development that ensure adequate parking is provided by the development to prevent adverse impacts on existing land uses and to support a synergistic mix of land uses. The recommendations from Goal 4 above also support this objective.*

**6. Make parking safe, secure, attractive and convenient**

**6.1. Provide adequate maintenance of City-owned parking so that it is safe, secure, clean and attractive for its users**

*6.1.1. Use Parking Fund to ensure adequate maintenance, cleaning and security of the City's parking assets*

**6.2. Make the use of on-street and other City-owned parking easy and convenient through information, good signage, convenient payment options, and logical access and exit points**

*6.2.1. Include information on non-City owned but publicly available parking on the City's web site*

- 6.2.2. *Provide additional information and signage for bicycle parking in publicly available parking facilities*
- 6.2.3. *Pursue additional branding of the City's parking facilities*
- 6.2.4. *Consider a real-time dynamic parking information system to help people locate available parking*
- 6.2.5. *Continue to replace old meters with new meters or pay stations that accept multiple payment methods including coins, bills and credit cards*
- 6.2.6. *Evaluate and address identified accessibility barriers for on-street parking*
- 6.2.7. *Continue to provide Transition Plans that will bring City parking into compliance with State and Federal accessibility guidelines and standards*
- 6.2.8. *Perform periodic utilization counts for accessible spaces reserved for disabled parkers and increase the number of accessible parking spaces when needed*

## **7. Operate City-owned parking in a financially sound manner**

Recommendations will be presented to Council in January

## **8. Promote alternative modes of transportation and walkable communities**

### **8.1.Reduce parking requirements when transit service to an area or opportunities for shared parking may reduce the parking demand**

- 8.1.1. *Adjust parking requirements downward over time as transit service and ridership increase and there is a demonstrated reduction in the rate of automobile use in the Central City*
- 8.1.2. *Allow flexibility for reduction of the minimum parking requirements by up to 10% when the developer guarantees adequate financial support of alternative mode programs to achieve the parking demand reduction requested (in addition to Transportation Management Plan requirements)*

### **8.2.Encourage use of RT services to and from the Central City**

- 8.2.1. *Seek funds to promote the use of Regional Transit's services and park-and-ride lots as a substitute for parking in the Central City*
- 8.2.2. *Work with Regional Transit on pilot program for transit passes for residents and expanded pass program for employees*

### **8.3.Support employer-based programs to reduce commute vehicle trips to the Central City**

- 8.3.1. *Seek funds for Transportation Management Associations' and employers' promotion of transit, pedestrian and bicycle modes for Central City commute trips*
- 8.3.2. *Seek funds for a retrofit bicycle parking program to provide rebates to businesses for installation of bicycle parking.*

- 8.3.3. *Consider a voluntary employer-based program that assists employers with multiple locations to have employees work at locations closest to where they live*
- 8.3.4. *Expand Transportation Systems Management program to include residential and mixed use residential projects*
- 8.3.5. *Consider car sharing programs*
- 8.3.6. *Revise Zoning Ordinance to require that all new developments provide bicycle parking including short-term parking for visitors.*

**9. Provide transportation options to encourage use of existing parking supply**

**9.1. Use the Parking Fund to provide transportation services that link Central City areas with surplus parking with areas of high parking demand/deficiency.**

- 9.1.1. *Consider using shuttle services to link available parking with popular trip destinations to address parking needs in areas without sufficient parking capacity*
- 9.1.2. *Require bicycle valet parking for special events.*
- 9.1.3. *Consider permanent bike parking services, such as a “bikestation” where intense bicycle travel is expected.*
- 9.1.4. *Provide on-street bicycle parking where on-street vehicle parking is provided (Initial focus on streets with diagonal parking)*
- 9.1.5. *Seek funding for improved street lighting between existing parking garages and night-time entertainment areas*

**Financial Considerations:**

No actions are being taken which have a direct financial impact.

**Environmental Considerations:**

This activity is not considered a project as defined by Section 15378 of California Environmental Quality Act (CEQA) guidelines. The activity involves no physical construction and has no potential to cause a significant impact on the environment (CEQA Section 15061 (b)(3)).

**Policy Considerations:**

The Central City Parking Master Plan is consistent with the City of Sacramento’s Strategic Plan goals of improving and diversifying the transportation system, enhancing and preserving neighborhoods, and expanding economic development throughout the City.

**Emerging Small Business Development (ESBD):**

No goods or services are being procured with this Council action. The project consultant, DKS Associates, has met the ESBD requirement of 20% participation for City projects.

Respectfully Submitted by:

\_\_\_\_\_  
Howard Chan  
Parking Services Manager

Approved by: \_\_\_\_\_  
Marty Hanneman  
Director of Transportation

Recommendation Approved:

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ROBERT P. THOMAS  
City Manager

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